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# The Influence Of Online Sales Through Social Media and Mobile Applications Of Interest in Buying Customer Case Study ABC Store Palembang

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**Abstract**— The development of internet and mobile in Indonesian greatly increased in recent years. This means that marketers e-commerce relies heavily on the net in sell their products. The use of social media and applications mobile done to will attract customers to shop. In this research test influence online sales through social media and mobile application of interest in buying customers. The result showed that empirically is the sales through between online social media and mobile application of interest in buying customers. But in partial, the application mobile show an influence negatively on interest in buying customers. This is because customers who still use website or social media first to see products and will install application mobile if they are interested to buy.

**Keywords**—online sales, social media, mobile application, interest in buying

## I. INTRODUCTION

Indonesia is a country that has largest internet users in Asia Southeastern. In this country, the internet now has been a need of a primer to users, social development media is also a one important factor the internet users in this country [1]. Especially due to simplify smartphone the internet users to access developments.

According to the statistics the development of internet and mobile in Indonesia. Of the total number of 255,5 million , internet users active in Indonesia % or 72,7 28 million of the total number of existing. While account social media active in indonesia only difference in 700 thousand course of internet users active, namely 72 million penetration 28 % of total Indonesian population. That is quite surprising of statistical data issued by several research institutes like the internet live stats, the internet world stats, live the internet GSMA intelligence, the development of mobile users in Indonesia exceeds the total population, which is about 308,2 million is being active use of social media at mobile by 62 million [2].

From global data web index, Indonesia occupy rank 27th are placed in the world, for the countries of e-commerce that development. The data was the percentage of online from the national in every country.

Figure 1. Show liveliness internet users in indonesia especially who access social media through the used to access the information. This certainly open opportunities to develop online business to introduce and sells products so that could cause interest in buying from customers. Besides as a container to market good, social media and mobile application can serve to interact and communicate to directly between the seller and customers .Especially with the mobile phone , so that all online transaction can be done wherever with a network of the internet available.

Social media is channel or means of intercommunication social online in the virtual world (internet). Users use social media communication, interaction, message delivery, sharing, and networking.

These findings Indonesia consumer research smartphone insight May 2013 by Nielsen Global Research institutions the average person Indonesia use smartphone for 189 minutes equivalent 3 hours 15 minutes with the use of the dominant to social media and rich media. The activity of the highest namely chatting with the percentage reach 90 percent, search (71 percent), social network in 64 percent, blogging / forum (41 percent), app store (32 percent), video on demand (27 percent), sharing content ( 26 percent ), entertainment (25 percent ), of news (24 percent) and webmail (17 percent) [3].

The development of internet in the world so fast, this certainly provide opportunities for businesses that can use social media to promote and selling a product. Through the development of internet occurring in this period, expected sales a product can be increased. As by sales through photographs, testimony, and the advertisements conducive, many potential customers buy a product online. Especially when online store

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would give voucher that was spread through email or social media.

To the business can endure competition and continuous developing we must follow the current globalization are more mobile which makes it easy for prospective customers and the customer selects wares they want , interact and negotiate with businesses .Excite interest in buying subscribers was the main thing that must inflicted that they are interested will a product.

phone and the android application as a medium for promotion and sales their products. The problems then appears is how the influence of social media would have on purchasing interest customers to be able to buy their products. Products sold in the ABC Store is in the form of fashion moslem clothes, casual and the different kinds of dress fashion most recently always displayed in social media and the mobile application.

Research on social media has done by some researchers. Including Pudji Utomo, Endang Lestariningsih, John Suhari raised the title confidence in the internet and its impacts to search information and interest to buying online. The result of research is described belief in the internet (stores online) have had a positive impact to the wishes of seeking information in a shop online, belief in the internet (stores online) impact on intention buy online and intention buy consumers through online store tend to be higher as evidenced by search information in a shop online have had a positive impact on intention buy online.

Other research conducted by Heru Nugroho and Kastaman (2014) in Proceeding Seminar Nasional Aplikasi Sains & Teknologi (SNAST) 2014 with a title Pengaruh Media Sosial Facebook dalam Peningkatan Penjualan Bisnis Online. This study concluded that social media Facebook give influence in sales increase online business in this can be seen from the data sales for the two business was a success the use of Facebook for the media promotion and sales [5]. Social media such as Facebook can be used to promote / products services at tend to cheap . The development of internet users social media caused information could spread quickly and time needed is fast.

Another study entitled Analisis Faktor-Faktor Yang Mempengaruhi Keputusan Pembelian Via Internet researched by Mujiyana and Ingge Elissa. Of the result of this research showed that internet users process information especially up on the second level step is attention to advertising who procures. This is in accordance with the purchase of the process of the decision who is also only up to the stage the attention of internet users against advertising who procures by doing click on the ad to get information on further so consumers can do the purchase decision.

In this research will discuss the use of social media and application mobile to offer products from ABC Store Palembang in attract customers to buy their products .The result of this research is expected to disprove and can be recommendations for actors other business, that can use social media and application mobile to get new customers in distributing their product.

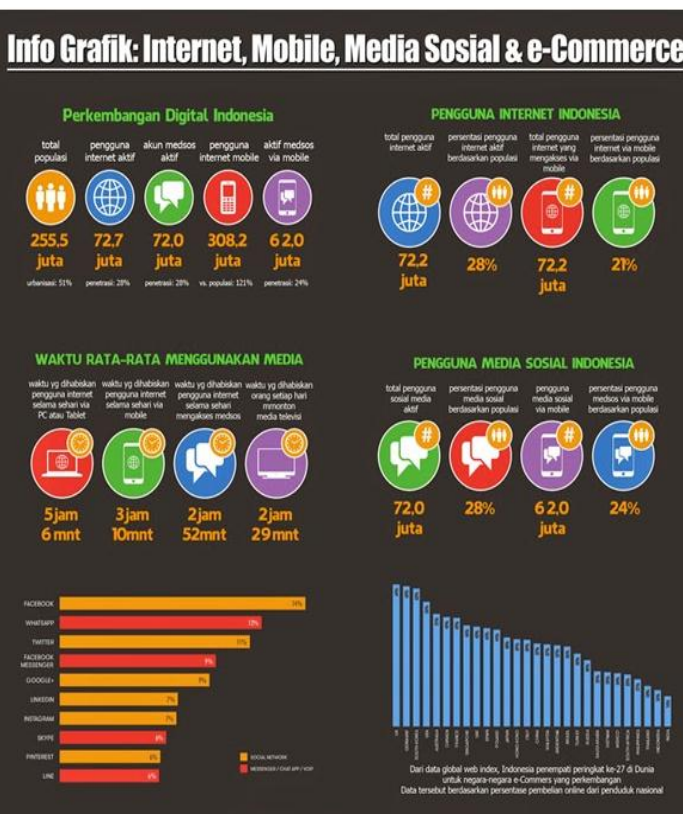


Fig. 7. Statistics internet users , social media , and mobile in indonesia (source: bebmen.com , 2015)

According to Kurniawati, in most people , the purchase of consumer behavior often preceded and being affected by the large number of stimulus ( stimulation ) from outside himself , both in the form of marketing stimuli and stimuli from the environment .Stimulation is then processed in self in accordance with his personal characteristic before converting to the resolution regarding the purchase .Based on it , then it is obvious that someone had to be persuaded beforehand through marketing stimuli good to be able to buy a product [4].

ABC Store based locations in Palembang are among the examples of business who benefit from social media, mobile

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## II. THEORETICAL STUDY

### 2.1. Social Media

Social media is channel or means of intercommunication social online in the virtual world (the internet). Users use social media for communication, interaction, message delivery, sharing and networking. According to Andrew M. Kaplan and Michael Haenlein in Nugroho and Kastaman (2014) the media social defined as a group based program the internet that builds upon the foundation the ideology and web technology 2.0, that allows the creation and exchange user-generated content [5]. The development of internet in the world so fast, this certainly give space how to benefit from social media to promote and selling a product.

Social media allows customers and prospective customers who prospects to communicate directly associated with products sold online with my his other so that the product the was known by many people [6]. The most important thing how to benefit from social media in business is to choose social media which consistent with the objectives of business. Key to the success of the application of social media fully is participation as the needs of business and marketing strategies need a rules of the game ( regulation ), routine automation and dedication every day [7]. One thing to remember is that social network probably used to build of long-term relationships and tissues customers, not to direct created income. It means social media should be used as program support of marketing for meet the target customers [8].

### 2.2. Mobile Phone

Mobile phone or cell phone is an electronic device portable that serves as the phone normal, that can move on a large areas [9]. Quoted from Supriyanto in an article of his titled the development and benefits mobile communications technology, communication mobile means that anybody can communicate whenever and wherever with a communications network in which there is always and as if to "move" with the wearer wherever. Communication network mobile can only be done by the support of mobile communications device, namely cell phone, smartphone who is now was the main the community in communication [10]. A communication system moving it intended to meet the needs of mobile communication. Areas by extensive service hence of users divided into coverage smaller namely cells. Mobile phone used to just limited to send SMS and do a call anywhere, now then develops into a cell phone more sophisticated and smart called smartphone.

Mobile communication benefits for personal that is, the number making it easier to communicate. Not only via short message or call but also be able to send data in the form of audio and visual better. Mobile communication is getting make

it easy for society to obtain information quickly thanks to internet access in the hand. Updates the latest information readily obtainable and followed its development. 48 % internet users access it through mobile phone [10]. Easy access and could wherever make the community like it more.

### 2.3. Mobile Application

According to Wikipedia, understanding application is a program used people to do something on a computer system. Mobile can be defined as displacement is ease from one place to another place, for example mobile phone means that terminal telephone can go up with ease from one place to another without hap breaks or of poverty communication. An application mobile is application that can be used although users move easily from one place to another place without hap breaks or of poverty communication. Application can be reached through the wireless as a pager, as mobile phone and PDA. As for characteristic of a mobile device that is [11]:

1. Small size: a mobile device has small size. Consumers want a device that the smallest to comfort and mobility of them.
2. Memory limited: a mobile device also has memory small, namely primary ( ram and secondary ( a disk ).
3. Power process that limited: system mobile not as strong as their fellow desktop
4. Consume power below: a mobile device spend a little power compared with a desktop
5. Strong and reliable: because a mobile device always brought everywhere, they must be pretty powerful to face benturan-benturan, movement, and occasional from water.
6. Connectivity limited: a mobile device having bandwidth low, some of them even are not linked.
7. Life that short: devices consumers this on within seconds most of them is always on.

### 2.4. Interest in Buying Customer

According to Kinnear and Taylor in Syarifah [12], interest in buying is the stage a tendency of respondents to act before decision buy are actually implemented. Interest in buying gained from a learning process and the process thought forming a perception. Interest in buying creates a motivation who keeps recorded in his mind and become a desire a very strong in the end when a customer must meet her need for actualize what is in his mind.

In Makhin [10] mentioned that interest in buying having the character of particular between other:

1. Interest personal
2. Interest an undesired effect discriminatory
3. Closely to do with the motivation, influence and influenced motivation
4. Interest is something learned, not congenital born and can changing, depend on needs, experience and mode

#### 2.5. The Influence of Social Media to buying Interest

Social media expanded the whole community in order to facilitate information can be immediately expressed. Now, besides as communication, social media can also be used as advertisement media and sales online will attract customers.

The result of research Verina et al (2014) who used Facebook represent social media a whole shows that simultaneously affect decision the purchase of products .This indicates that in terms of the atmosphere , products , promotion , service , trust and the types of buyers together as possessing influence in of will be conducted by consumers.

Based on the description above so obtained hypothesis as follows:

H1a: sales online through social media have had a positive impact on interest in buying customers

#### 2.6. The Influence of Mobile Application to Buying Interest

An application usually developed by the company already of particular importance in business. By using application, producers developers to know how many people want to connected with company. Previous studies showing that the use of application mobile have a negative influence significant impact on interest customers, between other research conducted by Rahayu and Syaefullah (2014), Frisca et al (2012) .

According to the was, so formulated of alternative hypotheses as follows:

H1b: sales online through the application of mobile have a negative influence on interest in buying customers

#### 2.7. Theoretical Framework

As a basis for direct thought to understand the extent of independent variable influence on variables dependent in this research, then used the skeleton thought theoretical as in a Figure 2:

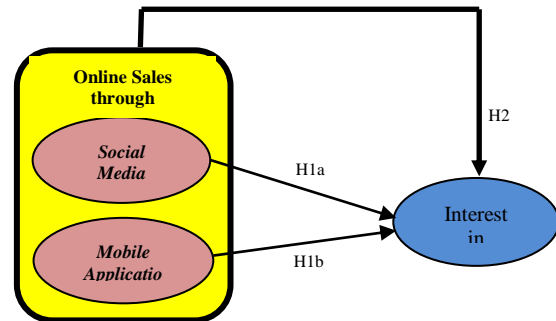


Fig. 8. Theoretical Framework

### III. RESEARCH METHODOLOGY

This research using quantitative research , because the data obtained through the questionnaire will be converted into numbers based on Likert Scale. From the results of a questionnaire that obtained will be analyzed further by data analysis SPSS version 22. Research is composed of two variables, namely social media and mobile application as variable free (independent), as well as interest of their customers buy variable bound (dependent).

#### 3.1. Population And Sampling

A population that used in this research was all buyers from ABC Store Palembang. Because the number of buyers unknown, so for the determination of sample use Lemeshow Formula. The formula is used because of the respondents and the limited time research, so that the use of sample is expected to represent the total population.

Following the total sample using a Lemeshow formula:

$$n = \frac{Z^2 \times P(1-P)}{d^2} \quad (1)$$

Keterangan:

- N = Total Sample
- Z = Z Score of belief 95% = 1,96
- p = Estimation maximal = 0,5
- d = alpha (0,10) or error sampling = 10%

If based on the formula N is 96,04 = 96, so in this research using sample rounded up to 100 people taken at random (random sampling) from customers in a ABC Store. Analysis Techniques data in this research using a questionnaire as the according to the likert Scale. The assessment is as follows :

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The answer could not agree ( ss ) = 5  
 answers agree ( S ) = 4  
 answers neutral ( N ) = 3  
 answers were agreed ( TS ) = 2  
 answers strongly disagree ( STS ) = 1

b : Regression slope or the regression coefficient every x  
 $X_1$  : Social Media  
 $X_2$  : Mobile Application  
 $\varepsilon$  : error

### 3.2. Hypothesis

A hypothesis that used in this research:

- H1a : sales online through social media have had a positive impact on interest in buying customers  
 H1b : sales online through the application of mobile have a negative influence on interest in buying customers  
 H2 : sales online through social media and application mobile have had a positive impact on interest in buying customers

### 3.3. Data Analysis Technique

Quality data resulting from the use of research instruments can be evaluated with this reliability and validity .In the test validity, the questionnaires used as a means to collect the validity data tested. Validity is the size of showing the rate of accuracy an instrument research. Test validity intended to make sure how well a instrument measuring concept supposed to measure. This research using test construct validity which is a concept of measurement validity by means of testing whether a instrument measuring construct as expected. Reliability is the showing the extent to which gauges trustworthy or reliable .

Reliability indicates the extent to which the results scale remain consistent when performed the measurement of twice or over against the same symptoms with a measuring instrument same. Reliability test be held to find out the consistency of internal between variable in an instrument .

Linearity test also used in this research as testing to determine linearity data by test lagrange the multiplier. To know the occurrence of the correlations across variable it is used multicollinearity test, autocorrelation test and test it heteroscedastisity. Hypothesis tested by the use of regression analysis methods by using an equation that used as follows:

$$Y = a + b_1X_1 + b_2X_2 + \varepsilon \quad (2)$$

with :

Y : Interest in Buying

a : Constants

## IV. RESULT AND DISCUSSION

Test an instrument done with an indicator of each variable that it can be seen validity level and reliability of indicators as a measuring instrument variable .An instrument consisting test of the validity and reliability.

### 4.1. Validity Test

Test validity held to measure legal or failure indicators or the questionnaire of each variable .Testing done by comparing r count and r table .Value r count is the result of correlation answer respondents at individual questions in each analysis variables with the program SPSS and output named corrected items correlation. While to get r table done with table r product moment, namely determine ( $\alpha$ ) = 0.05 and n (sample) = 100 until they reached value r table two sides of (n-2) = 0,1996. Validity level indicators or the questionnaire can be determined, when r count > r table = valid and r count < r table = invalid. The results of the validity thing can be seen in table follows:

TABLE XVII. VALIDITY TEST

Variable	Number of Questions	R Count	R Table	Description
X1	1	0,515	0,1996	Valid
	2	0,623		
	3	0,592		
	4	0,624		
	5	0,574		
	6	0,571		
	7	0,480		
X2	1	0,247		
	2	0,476		
	3	0,417		
	4	0,353		
	5	0,740		
	6	0,782		
	7	0,807		
Y	1	0,692		
	2	0,742		
	3	0,775		
	4	0,740		
	5	0,857		
	6	0,823		
	7	0,814		

Source : Data processed, 2016



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From table the results of the validity show value  $r$  count greater than the  $r$  table. Thus indicators or the questionnaires used by each variable  $x_1$ ,  $x_2$  and he expressed valid for used as a measuring instrument variable.

#### 4.2. Reability Test

Reliability test used to see if indicators or the questionnaires used trustworthy or reliable as a measuring instrument variable. Reliability a indicators or the questionnaire can be seen of the value of alpha cronbach's ( $\alpha$ ), namely if the value alpha cronbach's is greater ( $>$ ) 0.60 so indicators or the questionnaire is reliably, and if value cronbach's alpha more small ( $<$ ) 0.60 so indicators or the questionnaire did not reliably. Overall reliability test results can be seen the result in table follows:

TABLE XVIII. REALIBILITY RESULTS

Variable	Cronbach's Alpha	Standar Reliabilitas	Description
X1	0,822	0,7	Reliabel
X2	0,812		
Y	0,930		

Source : Data processed, 2016

Value cronbach's alpha all items questions greater than 0.70, so that can be concluded indicators or the questionnaires used variable  $x_1$ ,  $x_2$  and Y, all expressed reliable or trustworthy as a measuring instrument variable.

#### 4.3. Other Tests

One way to determine linearity is by test lagrange multiplier with compare in value  $c_2$  count with  $c_2$  table .If value  $c_2$  count  $>$   $c_2$  table , so a hypothesis that said linear model rejected

TABLE XIX. LAGRANGE MULTIPLIER TEST

Model	R Square
1	0,001

Source : Data processed, 2016

The results of display output shows the  $r^2$  of 0,001 with of  $n$  numbers observation 100, so the magnitude of  $c_2$  count =  $100 \times 0,001 = 0.1$  .This value compared with  $c_2$  chart with  $df = (n - k = 100 - 3 = 97)$  and the level significance 0.05 obtained value  $c_2$  table 120,990 .By because the value of  $c_2$  count smaller than  $c_2$  table , so can be concluded that model the truth is linear model .Model regression good would not

have happened correlation between variable free do not happened multicollinearity .

TABLE XX. MULTIKOLINERITAS WIHT TOLERANCE AND VIF

Model	Tolerance	VIF
X1	0,955	1,047
X2	0,955	1,047

Source : Data processed, 2016

Based on table 4 known that the value tolerance all the independent variable  $>$  0.10.Value vif all the independent variable  $<$  10,00 .Based on the criteria in decision-making can be concluded that does not happen multicollinearity.

TABLE XXI. AUTOKORELATION WITH DURBIN-WATSON

Model	Durbin Watson
1	1,805

Source : Data processed, 2016

Based on table 5 known d. w. 1,805 value .Based on the criteria decision-making that the total amount of d. w. among to 2 until + 2 mean that there was no autocorelation.

TABLE XXII. UJI HETEROKEDASTISITAS DENGAN METODE WHITE

Source : Data processed, 2016

The results of display output shows the  $r^2$  of 0,058 with of  $n$  numbers observation 100 , so the magnitude of  $c_2$  count =  $100 \times 0,058 =$  need .This value compared with  $c_2$  chart with  $df = (n - k = 100 - 6 = 94)$  , and the level significance 0.05 obtained value  $c_2$  table 117,632 .By because the value of  $c_2$  count smaller than  $c_2$  table , so can be concluded that the hypothesis an alternative heteroscedastisity in the model rejected.

#### 4.4. Regresion Analysis

Analysis of multiple regression used in this research for the purpose of prove a hypothesis about the influence of  $x_1$  and  $x_2$  in partial or by together to  $y$  .Calculation statistics in analysis of multiple regression used in this research is by using program assistance computer SPSS. The results of data processing with on the SPSS thing can be seen as follows:

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TABLE XXIII. HASIL Uji MODEL REGRESI

Source : Data processed, 2016

Based on table above , so may be prepared the regression equation is multiple as follows::

$$Y = 10,353 + 0,839 X_1 - 0,329 X_2 \quad (3)$$

Based on the regression equation is above can be explained the influence of each independent variable on variables

Model	Unstandardized Coefficients	t	Sig.
	Beta		
(Constant)	10,353	2,221	0,029
X1	0,839	7,787	0,000
X2	-0,329	-3,222	0,002

dependent is as follows: the results of the analysis it can be seen that variable freely or independent x1 influential positive for the coefficients of 0,839 while variable x2 have a negative influence with the coefficient -0,329.

#### 4.5. Hypothesis Analysis

The testing of hypotheses begins with see the r square , counting significance simultaneous of both variables independent on variables dependent and see entanglement partial between variable.

TABLE XXIV. THE INFLUENCE OF X1 AND X2 SIMULTANEOUS TO Y

Model	R Square
	0,469

Source : Data processed, 2016

The magnitude of the numbers R square (R<sup>2</sup>) is the number 0.469 means that the influence of X 1 and X 2 against Y simultaneously is 46,9%. To find out the feasibility of regression models depicted figures from the ANOVA table.

TABLE XXV. ANOVA WITH F SCORE AND SIG

Model	F	Sig.
Regression	42,754	0,000
Residual		
Total		

Source : Data processed, 2016

If F-count > F-table , so Ho were rejected and Ha accepted and vice versa F-count < F-table, so Ho received and Ha rejected. Of the calculation on, obtained the f-count of 42,754 > F-table of 3,09 so Ho were rejected and Ha accepted. Thus, model regressions was already feasible and true. The conclusion is x1 and x2 simultaneously affect y. Contributed greatly is 46,9 % and significant with significance  $0,000 < \alpha = 0,05$  .Big the influence of other variables outside model regression was made with the formula:  $(1 - r^2)$  or in  $(1 - 0,469) = 0,531$  or amounting to 53.1 % .

TABLE XXVI. PENGARUH X1 DAN X2 SECARA PARSIAL TERHADAP Y

Model	Unstandardized Coefficients	t	Sig.
	Beta		
(Constant)	10,353	2,221	0,029
X1	0,839	7,787	0,000
X2	-0,329	-3,222	0,002

Source : Data processed, 2016

- The influence of X1 to Y.

Based a result of calculation, obtained figures t-count of 7,787 > t-table 1,66071 as much as, so Ho were rejected and Ha accepted. Means that there is influence x1 against y. How major x1 against y = 0,839 or 83,9 % considered significant with figures significance  $0,000 < \alpha = 0,05$

- The influence of X2 to Y.

Based calculation result, obtained figures (-) t-count of 3.222 < (-) t-table of 1.66071, so Ho and Ha rejected accepted. This means that there is the influence of the X 2 against Y. Magnitude of the influence of Inflation against ROA = -0.329 or -32.9% is considered significant by number significance  $0.002 < \alpha = 0.05$ .

#### 4.6. Discussion

- Online sales through social media

From the results of a questionnaire that spread and were processed, proven that sales online through social media have had a positive impact on interest in buying customers. It means H1a received because it has a positive influence. Respondents who participated in filling out of the questionnaires responded with very positive that social media affected interest in buying on goods or new products that sell them online. Even they have scores of more if the sales person the online sell

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the product quality and having a better service. The ABC Store are very active to give info and update their products in social media. So customers always get notification and immediately buy if is a product interesting, it was because limited amount of products. Plus as the price of that is highly competitive, so customers always wanted to get their products .

This tune with research conducted by Ekasari (2014) which proves that promotion based social media it has the influence of a positive and significant of the decision the consumers in purchase products financing to PT. BFI Finance .The result of this research is also in accordance with expressed by Putra and Suyono (2014) through research that yields that the call social media which represented by Facebook influence decision consumers to buy. Another study support among others Makhin (2016) who used Instagram as variable research that yields conclusion there is a positive connection between account Instagram to interest in buying

- online sales through the application of mobile

The results in this study prove that H1b accepted. Because the value of the resulting coefficient of -0.329 shows a negative trend on the influence of mobile applications against the interest of buying customers. This is because customers must install in advance of the intended application and then login and just buy the product in question. So also performed ABC Store, this store also have specialized applications smartphone to ease product displays and purchase of the customers. But gradually started to decrease their use because of difficulty to see all new products. But studies show that customers who regularly use their smartphone for making purchases prefer to use mobile applications (mistala.com) [13]

Research support among others Frisca et al (2012) by using the method advertising based mobile said that reactions from users application for the commercial whom they see tend to be negative .Mentioned also that there is a low correlation between popularity application by the number of click advertising done recipients the advertising on the application .Research conducted by Lestari for 2010 also states that the relationship between mobile marketing with the decision the purchase it can be said was .Which means the purchase through mobile marketing not fully effective in access the market target.

- Online sales through social media and mobile application

The research conducted between both variables shows that simultaneously online sales through social media and applications mobile point to influence against interest in buying customers (H2 accepted). This is because the phenomenon of the use of smartphone moreover the youth thirsty information and always wanted to know what new especially new products offered by a through through online social media and applications mobile

## V. CONCLUSION AND SUGGESTION

### 5.1. Conclusion

This study aims to find influence between online sales through social media and application mobile to interest in buying customers. The results obtained shown that :

- Online sales through social media having a positive influence significantly to buy customer interest. With the rate significantly by 0,000.
- Online sales through social media having influence negatively on interest in buying customers. With a significantly by 0,002 and t-count who produce values of - 3,222 negative.
- The results of testing simultaneous show that the online through social media and application mobile having the effect on interest in buying customers.

### 5.2. Suggestion

Implication practical expected is that this research can give contribution for research next and be able to widen assessment research especially tissue information from social media and also website e-commerce other also provides application mobile in sales. So that mechanism testing and validity data systems information/information technology aimed at customer satisfaction could be more maximized for producers users social media and application mobile as part of its marketing.

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